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22852	7590	12/19/2005	EXAMINER	
FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER LLP 901 NEW YORK AVENUE, NW WASHINGTON, DC 20001-4413			OYEBISI, OJO O	
		ART UNIT	PAPER NUMBER	
		3628		

DATE MAILED: 12/19/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/880,777 Examiner OJO O. OYEBISI	BARD ET AL. Art Unit 3628

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 28 January 2005.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-117 is/are pending in the application.
 - 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-117 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 06/15/2001 is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____. |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date <u>12/23/04, 08/22/03</u> . | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____. |

DETAILED ACTION***Claim Rejections - 35 USC § 112***

1. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

2. Claims 44, 109 and 114 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. In Claims 44, 109 and 114, the applicant recites the limitation "the second predetermined criteria is not the same as the predetermined criteria." It is not clear to the examiner what the second predetermined criteria that are not the same as the predetermined criteria would be. In this office action, the examiner has interpreted "the second predetermined criteria" that are not the same as the predetermined criteria to mean "another predefined criteria" which may or may not be the same criteria used for the first trial period. Clarification is needed from the applicant.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claims 1-4, 10-13, 19-20, 22, 25-31, 35-39, 42, 45-50, 56-59, 65-66, 68, 71-75, 77-80, 86-89, 95-96, 98, 101-105, 107, 110-112, and 115-116 are rejected under 35 U.S.C. 102(b) as being anticipated by **Sears Tests Starter Card** (Sears hereinafter), Card Fax News Brief Vol. 1997, n. 21, p. 1, January 28, 1997.

Re claim 1. Sears discloses a method for providing a credit account to a customer of an account issuer that provides a starter credit account associated with starter credit account parameters and a standard credit account associated with standard credit account parameters more favorable than the starter credit account parameters, comprising: **receiving** a request for the standard credit account from the customer (i.e., the new low credit approach will undoubtedly save many of those denied applicants who do not fit into sears existing modeling programs pg 1, lines 36-39); **providing** a starter credit account in place of the standard credit account product to the customer (i.e., sears plan to roll out a low credit line starter card by June, the card which will feature a smaller credit limit than the traditional sears card, pg 1 lines 17-25); **monitoring** the customer's activities associated with the starter credit account during a trial period to determine whether the customer has satisfied predetermined criteria (i.e., the retailer expects most new card holders to pay on time and eventually have their credit limits raised, see page 1, lines 30-34, this process inherently involves monitoring); and **upgrading** at least one of the starter credit account parameters to match at least one of the standard

credit account parameters when the customer has satisfied the predetermined criteria (i.e., new customers are expected to pay on time and eventually have their credit limits raised, see pg 1 lines 30-35).

Re claim 2. Sears discloses the method wherein the starter credit account parameters include at least a starter credit limit, and wherein monitoring the customer's activities comprises: determining whether the customer has an outstanding balance associated with the starter credit limit; and determining whether the customer has made a payment toward the outstanding balance (i.e., raising customer's credit limit (disclosed by sears as stated supra) inherently involves monitoring customer's activities, which in turn entails determining if the customer has an outstanding balance).

Re claim 3. Sears further discloses the method, wherein determining whether the customer has made a payment further comprises: determining whether the customer has made the payment within an acceptable period of time (i.e., the retailer expects most new card holders to pay on time and eventually have their credit limits raised, see page 1, lines 30-34)

Re claim 4. Sears further discloses the method, wherein upgrading at least one of the starter credit account parameters comprises: increasing a starter credit limit associated with the starter credit account when the customer has satisfied the predetermined criteria (i.e., the retailer expects

most new card holders to pay on time and eventually have their credit limits raised, see page 1, lines 30-34).

Re claim 10. Sears discloses a method for providing a credit account to a customer of a credit issuer that provides a starter credit account associated with starter credit account parameters and a standard credit account associated with standard credit account parameters more favorable than the starter credit account parameters, comprising:

providing a starter credit account to a customer (i.e., sears plan to roll out a low credit line starter card by June, the card which will feature a smaller credit limit than the traditional sears card, pg 1 lines 17-25), wherein the customer is not eligible to receive a standard credit account; **monitoring** the customer's activities associated with the starter credit account during a trial period to determine whether the customer has satisfied predetermined criteria during the trial period (i.e., the retailer expects most new card holders to pay on time and eventually have their credit limits raised, see page 1, lines 30-34, this process inherently involves monitoring); and **modifying** the starter credit account parameters based on the monitoring (i.e., the retailer expects most new card holders to pay on time and eventually have their credit limits raised, see page 1, lines 30-34) (see pg 1 of Sears).

Re claim 11. Claim 11 recites similar limitations to claim 2, and thus rejected using the same art and rationale in the rejection of claim 2.

Re claim 12. Claim 12 recites similar limitations to claim 3, and thus rejected using the same art and rationale in the rejection of claim 3.

Re claim 13. Claim 13 recites one of the limitations recited in claim 1 supra, and thus rejected using the same art and rationale in the rejection of that limitation in claim 1 supra.

Re claim 19. Sears further discloses a method for providing a credit account to a customer of a credit issuer that provides a starter credit account associated with starter credit account parameters and a standard credit account associated with standard credit account parameters more favorable than the starter credit account parameters, comprising: determining a group of customers eligible for the starter credit account, wherein the customers included in the group each have a credit profile (i.e., consumers with very thin and non-existed credit histories, pg 1 lines 18-20) that prevents the customers from obtaining the standard credit account; ranking the customers included in the group (i.e., consumers with very thin and non-existed credit histories, pg 1 lines 18-20) providing a starter credit account to each customer included in the group (pg 1, lines 1-20), wherein parameters associated with each starter credit account vary based on the rank of each customer (i.e., Sears is targeting customers with very thin or non-existed credit histories, see pg 1, lines 17-27); determining a trial period for each ranked customer (i.e., training-wheels approach to credit, see lines 24-28); determining, for each ranked customer, a predetermined criteria that the customer must satisfy for the

starter credit account parameters to be upgraded (i.e., on time payments, pg 1 lines 32-33); and for each ranked customer: determining whether the ranked customer has met the predetermined criteria during the trial period (Retailers expect customers to pay on time, pg 1 lines 32-33, thus inherently determines if this payment is actually); and upgrading the account parameters associated with the ranked customer based on the determination(i.e., the credit limit is raised pg 1 lines 32-33).

Re claim 20. Claim 20 recites similar limitations to claim 4, and thus rejected using the same art and rationale in the rejection of claim 4.

Re claim 22. Sears further discloses the method as stated supra wherein adjusting the account parameters comprises: adjusting the account parameters to reflect parameters equivalent to parameters associated with the standard credit account when the customer has met the predetermined criteria (i.e., adjust the credit limit, see lines 32-33).

Re claim 25. Claim 25 recites a limitation that is one of the limitations recited in claim 19, and thus rejected using the same art and rationale in the rejection of claim 19.

Re claim 26. Sears further discloses the method wherein the predetermined criteria includes at least one of making a number of consecutive on-time payments, and not exceeding a credit limit associated with the starter credit account (i.e., The retailer expects cardholders to pay on time, see lines 30-35).

Re claim 27. Claim 27 recites similar limitations to claim 26 and thus rejected using the same art and rationale.

Re claim 28. Sears further discloses the method for providing credit accounts, comprising: receiving a request from a customer for a first credit account associated with a first account parameters included a first credit limit and a first interest rate (see response to claim 1); providing to the customer a second credit account associated with second account parameters including a second credit limit and a second interest rate, wherein the second credit limit is lower than the first credit limit (i.e., the card will feature a smaller credit limit than the traditional Sears card, see lines 20-26); monitoring the second credit account to determine whether the customer has made a predetermined number of consecutive on time payments; and changing the second credit limit to a third credit limit that is higher than the second credit limit and lower than the first credit limit, when it is determined that the customer has made the predetermined number of on-time payments associated with the second credit account (i.e., the credit limit can be raised, see pg 1 lines 30-35) (see Sears pg 1).

Re claim 29. Sears further discloses the method wherein the third credit limit is based on a predetermined amount based on a number of on-time payments made by the customer (i.e., the retailer expects the customers to pay on time and eventually have their credit limits raised, see lines 30-35).

Re claim 30. Sears further discloses a system for providing a starter credit account, comprising: a credit issuer for providing credit accounts including a starter credit account associated with starter credit account parameters (see pg 1, lines 1-10) and a standard credit account associated with standard credit account parameters that are more favorable than the starter credit account parameters (i.e., traditional sears card pg 1, lines 22-24), wherein the starter credit account is provided to a trial customer who is not eligible to obtain the standard credit account (see lines 16-29), the credit issuer comprising: a monitor process for monitoring the starter credit account to determine whether the trial customer has met predetermined criteria associated with the starter credit account during a trial period and adjusting the starter credit account parameters based on the determination (i.e., the retailer expects most new card holders to pay on time and eventually have their credit limits raised, see page 1, lines 30-34, this process inherently involves monitoring); a first memory for storing credit account information associated with standard credit account customers of the credit issuer; and a second memory for storing starter credit account information associated with the trial customer, wherein the credit issuer loads the starter credit account information stored in the second memory into the first memory after the starter credit account parameters associated with the starter credit account have been adjusted based on the determination (i.e., if this is a performance based training-wheels approach to credit, it is inherent that the individual customer's

account would be monitored and the customer's account information would be stored and loaded into corresponding memory).

Re claim 31. Claim 31 recites similar limitations to claim 4, and thus rejected using the same art and rationale in the rejection of claim 4.

Re claim 35. Claim 35 recites similar limitations to claim 8, and thus rejected using the same art and rationale in the rejection of claim 8.

Re claim 36. Claim 36 recites limitations that are part of the limitations recited in claim 19, and thus rejected using the same art and rationale in the rejection of those limitations in claim 19 above.

Re claim 37. Claim 37 recites similar limitations to claim 28, and thus rejected using the same art and rationale in the rejection of claim 28.

Re claim 38. Claim 38 recites one of the limitations recited in claim 1 above, and thus rejected using the same art and rationale in the rejection of that limitation in claim 1.

Re claim 39. Sears further disclose the process wherein the process for determining whether a predetermined criteria has been met based on the monitored activity further comprises: a process for determining that the customer has made a predetermined number of on time payments associated with the starter credit account (i.e., the retailer expects the cardholders to pay on time, see lines 30-36).

Re claim 42. Claim 42 recites similar limitation to claim 10, and thus rejected using the same art and rationale in the rejection of claim 10.

Re claim 45. Sears further discloses the method, wherein modifying the starter credit account parameters based on the monitoring comprises: increasing a credit limit associated with the starter credit account (i.e., cardholders eventually have their credit limit raised, pg 1 lines 30-35).

Re claim 46. Claim 46 recites similar limitations to claim 45, and thus rejected using the same art and rationale in the rejection of claim 45.

Re claim 47. Claim 47 recites similar limitations to claim 1, and thus rejected using the same art and rationale in the rejection of claim 1.

Re claim 48. Claim 48 recites similar limitations to claim 2, and thus rejected using the same art and rationale in the rejection of claim 2.

Re claim 49. Claim 49 recites similar limitations to claim 3, and thus rejected using the same art and rationale in the rejection of claim 3.

Re claim 50. Claim 50 recites similar limitations to claim 4, and thus rejected using the same art and rationale in the rejection of claim 4.

Re claim 56. Claim 56 recites similar limitations to claim 10, and thus rejected using the same art and rationale in the rejection of claim 10.

Re claim 57. Claim 57 recites similar limitations to claim 2, and thus rejected using the same art and rationale in the rejection of claim 2.

Re claim 58. Claim 58 recites similar limitations to claim 3, and thus rejected using the same art and rationale in the rejection of claim 3.

Re claim 59. Claim 59 recites one of the limitations recited in claim 1 supra, and thus rejected using the same art and rationale in the rejection of that limitation in claim 1 supra.

Re claim 65. Claim 65 recites similar limitations to claim 19, and thus rejected using the same art and rationale in the rejection of claim 19.

Re claim 66. Claim 66 recites similar limitations to claim 4, and thus rejected using the same art and rationale in the rejection of claim 4.

Re claim 68. Claim 68 recites similar limitations to claim 22, and thus rejected using the same art and rationale in the rejection of claim 22.

Re claim 71. Claim 71 recites similar limitations to claim 25, and thus rejected using the same art and rationale in the rejection of claim 25.

Re claim 72. Claim 72 recites similar limitations to claim 26, and thus rejected using the same art and rationale in the rejection of claim 26.

Re claim 73. Claim 73 recites similar limitations to claim 27, and thus rejected using the same art and rationale in the rejection of claim 27.

Re claim 74. Claim 74 recites similar limitations to claim 28, and thus rejected using the same art and rationale in the rejection of claim 28.

Re claim 75. Claim 75 recites similar limitations to claim 29, and thus rejected using the same art and rationale in the rejection of claim 29.

Re claim 77. Claim 77 recites similar limitations to claim 1, and thus rejected using the same art and rationale in the rejection of claim 1.

Re claim 78. Claim 78 recites similar limitations to claim 2, and thus rejected using the same art and rationale in the rejection of claim 2.

Re claim 79. Claim 79 recites similar limitations to claim 3, and thus rejected using the same art and rationale in the rejection of claim 3.

Re claim 80. Claim 80 recites similar limitations to claim 4, and thus rejected using the same art and rationale in the rejection of claim 4.

Re claim 86. Claim 81 recites similar limitations to claim 10, and thus rejected using the same art and rationale in the rejection of claim 10.

Re claim 87. Claim 81 recites similar limitations to claim 11, and thus rejected using the same art and rationale in the rejection of claim 11.

Re claim 88. Claim 88 recites similar limitations to claim 12, and thus rejected using the same art and rationale in the rejection of claim 12.

Re claim 89. Claim 89 recites similar limitations to claim 13, and thus rejected using the same art and rationale in the rejection of claim 13.

Re claim 95. Claim 95 recites similar limitations to claim 19, and thus rejected using the same art and rationale in the rejection of claim 19.

Re claim 96. Claim 96 recites similar limitations to claim 4, and thus rejected using the same art and rationale in the rejection of claim 4.

Re claim 98. Claim 98 recites similar limitations to claim 22, and thus rejected using the same art and rationale in the rejection of claim 22.

Re claim 101. Claim 101 recites similar limitations to claim 25, and thus rejected using the same art and rationale in the rejection of claim 25.

Re claim 102. Claim 102 recites similar limitations to claim 26, and thus rejected using the same art and rationale in the rejection of claim 26.

Re claim 103. Claim 103 recites similar limitations to claim 26, and thus rejected using the same art and rationale in the rejection of claim 26.

Re claim 104. Claim 104 recites similar limitations to claim 28, and thus rejected using the same art and rationale in the rejection of claim 28.

Re claim 105. Claim 105 recites similar limitations to claim 29, and thus rejected using the same art and rationale in the rejection of claim 29.

Re claim 107. Claim 107 recites similar limitations to claim 42, and thus rejected using the same art and rationale in the rejection of claim 42.

Re claim 110. Claim 110 recites similar limitations to claim 45, and thus rejected using the same art and rationale in the rejection of claim 45.

Re claim 111. Claim 111 recites similar limitations to claim 46, and thus rejected using the same art and rationale in the rejection of claim 46.

Re claim 112. Claim 112 recites similar limitations to claim 42, and thus rejected using the same art and rationale in the rejection of claim 42.

Re claim 115. Claim 115 recites similar limitations to claim 45, and thus rejected using the same art and rationale in the rejection of claim 45.

Re claim 116. Claim 116 recites similar limitations to claim 46, and thus rejected using the same art and rationale in the rejection of claim 46.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 5-9, 14-18, 21, 23-24, 32-34, 40-41, 43-44, 51-55, 60-64, 67, 69-70, 76, 81-85, 90-94, 97, 99-100, 106, 108-109, 113-114, and 117 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sears.

Re claim 5. Sears further discloses the method as stated supra, wherein upgrading at least one of the starter credit account parameters comprises: increasing a starter credit limit associated with the starter credit account.

Sears does not expressly disclose adjusting an interest rate associated with the starter credit account when the customer has satisfied the predetermined criteria during the trial period. However, It's a well-known and common practice by credit card issuers to adjust interest rates of customers based on the customer's account standing. Thus, it would have been obvious to one of ordinary skill in the art to adjust customer's interest rate, in addition to adjusting the customer's credit limit, when the customer has satisfied predetermined criteria during the trial period to encourage customers to keep their account in good standing.

Re claim 6. Sears discloses the method wherein the predetermined criteria includes at least one of making a predetermined number of consecutive on time payments, and not exceeding the starter credit limit (i.e., the retailer expects most new card holders to pay on time and eventually have their credit limits raised, see page 1, lines 30-34).

Re claim 7. Sears does not expressly disclose the method wherein the step of upgrading at least one of the starter credit account parameters is replaced with: downgrading at least one of the starter credit account

parameters based on the monitoring. Although, Sears does not explicitly make this disclosure, however, it is obvious to anyone that if the reward for a customer keeping his starter account in good standing is upgrading at least one of the parameters of the said starter account, then the penalty for poor account standing would be exact opposite of upgrading, which is downgrading the least of one the parameters of the said starter account.

This is well-known in the art.

Re claim 8. Sears does not explicitly disclose the method, downgrading further comprises: determining that the customer has not met a predetermined criteria during the trial period based on the monitoring; and restarting the trial period. However, It is common sense to know that if the trial period leaves the customer in poor account standing i.e., the customer fails to meet predetermined criteria, the customer would be penalized and his account would be downgraded. Thus, it would have been obvious to one of ordinary skill in the art to either kick the customer out of the program all together or restart the trial period for the said customer to give the said customer a second chance of putting his account in good standing.

Re claim 9. Sears does not expressly disclose the method of downgrading further comprises: determining that the customer has not met a predetermined criteria during the trial period based on the monitoring; preventing use of the starter credit account to purchase goods and/or services; increasing an interest rate associated with the starter

credit account; and accessing penalty fees to the starter credit account.

These are all well-known penalties that are visited on customers that put their accounts in poor standing i.e., customers that fail to meet the predetermined criteria. For example, In 1997, I applied for my first credit card through MBNA America. On the credit card application, I requested for \$1500 credit limit. However, after my application was processed and approved, the credit limit offered to me was \$800. No sooner had I received the credit card than I called MBNA to find out why they gave me a credit limit of \$800 as opposed to \$1500, their reason was that based on the mechanism they use to extend credit limit to new customers, \$800 was the maximum amount they could extend to me at this time, and that is subject to change with time depending on the standing of my account. For the first six months, my account was in poor standing, and I received a call from MBNA informing me that based on my account standing, my APR has been raised and the fact that I was over my credit limit, my charging right has been suspended. I worked tirelessly to bring my account current, and I was able to achieve this in three months. About four months thereafter, I received another call from MBNA, offering to extend my credit limit from \$800 to \$1500, and at the same time reducing my annual APR.

This personal story constitutes the applicant disclosure stated supra.

Re claims 14, 21,32, 33, and 51. Claims 14, 2, 32, 33, and 51 recite similar limitations to claim 5, and thus rejected using the same art and rationale in the rejection of claim 5.

Re claims 15 and 52. Claims 15 and 52 recite similar limitations to claim 6, and thus rejected using the same art and rationale in the rejection of claim 6.

Re claim 16. Claim 16 recites similar limitations to claim 7, and thus rejected using the same art and rationale in the rejection of claim 7.

Re claims 17, 23. 41. Claims 17, 23, 41 recite similar limitations to claim 8, and thus rejected using the same art and rationale in the rejection of claim 8.

Re claims 18, 40. Claims 18, 40 recite similar limitations to claim 9, and thus rejected using the same art and rationale in the rejection of claim 9.

Re claim 24. The limitation in claim 24 is one of the limitations recited in claim 9 above, and thus rejected using the same art and rationale in the rejection of claim 9.

Re claim 34. Sears does not explicitly disclose the system wherein the credit limit is reduced to zero. However, it is common sense to know that if the credit limit is reduced to Zero, basically the customer is prevented from using his starter credit account to purchase goods and/or services. Since this is one of the limitations recited in claim 9, thus claim 34 is rejected using the same rationale given for the rejection of that limitation in claim 9 above.

Re claim 43. Sears does not explicitly disclose the method wherein the second predetermined criteria is the same as the predetermined criteria. However, one of Sears predefined criteria is on time payment. Thus if,

during the first trial, Sears starter credit cardholders fail to meet this predefined criterion and Sears choose to give these cardholders a second chance, it is common sense to know that these cardholders would be subject to the same predefined criterion they fail to meet in the first trial to see if they would make it in the second trial (this is what second chance is all about). Clearly in this case, the second predetermined criteria is the same as the predetermined criteria.

Re claim 44. Sears does not explicitly disclose the method, wherein the second predetermined criteria is not the same as the predetermined criteria. However, one of Sears predefined criteria is on time payment. Thus if, during the first trial period, Sears starter credit cardholders make their payments on time, but fail to meet other predefined criteria (i.e., keep their credit limits under control), and Sears choose to give these cardholders a second chance, it is common sense to know that these cardholders would be subject to meet those predefined criteria they fail to meet in the first trial (i.e., keep their credit limits under control). Clearly, in this case, the second predetermined criteria is not the same as the predetermined criteria.

Re claim 53. Claim 53 recites similar limitations to claim 7, and thus rejected using the same art and rationale in the rejection of claim 7.

Re claim 54. Claim 54 recites similar limitations to claim 8, and thus rejected using the same art and rationale in the rejection of claim 8.

Re claim 55. Claim 55 recites similar limitations to claim 9, and thus rejected using the same art and rationale in the rejection of claim 9.

Re claim 60. Claim 60 recites similar limitations to claim 5, and thus rejected using the same art and rationale in the rejection of claim 5.

Re claim 61. Claim 61 recites similar limitations to claim 6, and thus rejected using the same art and rationale in the rejection of claim 6.

Re claim 62. Claim 62 recites similar limitations to claim 7, and thus rejected using the same art and rationale in the rejection of claim 7.

Re claim 63. Claim 63 recites similar limitations to claim 8, and thus rejected using the same art and rationale in the rejection of claim 8.

Re claim 64. Claim 64 recites similar limitations to claim 9, and thus rejected using the same art and rationale in the rejection of claim 9.

Re claim 67. Claim 67 recites similar limitations to claim 5, and thus rejected using the same art and rationale in the rejection of claim 5.

Re claim 69. Claim 69 recites similar limitations to claim 23, and thus rejected using the same art and rationale in the rejection of claim 23.

Re claim 70. Claim 70 recites similar limitations to claim 24, and thus rejected using the same art and rationale in the rejection of claim 24.

Re claim 76. Sears discloses a computer-readable medium including instructions for performing a method, when executed by a processor, for providing credit accounts, the method comprising: receiving a request from a customer for a first credit account associated with a first account parameters included a first credit limit and a first interest rate (i.e., low-

credit line starter card, see lines 17-20); providing to the customer a second credit account associated with second account parameters including a second credit limit (i.e., the traditional sears card, lines 20-29); and a second interest rate; monitoring the second credit account to determine whether the customer has performed at least one of made a predetermined number of consecutive on time payments (i.e., The retailer expects the cardholders to pay on time, lines 30-35) and exceeded the second credit limit (see Sears lines 1-40). Sears does not expressly disclose changing the second interest rate to a third interest rate that is higher than the first interest rate, when it is determined that the customer has made the predetermined number of on-time payments associated with the second credit account. However, It's a well-known and common practice by credit card issuers to adjust interest rates of customers based on the customer's account standing. Thus, it would have been obvious to one of ordinary skill in the art to adjust customer's interest rate, in addition to adjusting the customer's credit limit, when the customer has satisfied predetermined criteria of on-time payment to encourage customers to keep their account in good standing.

Re claim 81. Claim 81 recites similar limitations to claim 5, and thus rejected using the same art and rationale in the rejection of claim 5.

Re claim 82. Claim 82 recites similar limitations to claim 6, and thus rejected using the same art and rationale in the rejection of claim 6.

Re claim 83. Claim 83 recites similar limitations to claim 7, and thus rejected using the same art and rationale in the rejection of claim 7.

Re claim 84. Claim 84 recites similar limitations to claim 8, and thus rejected using the same art and rationale in the rejection of claim 8.

Re claim 85. Claim 85 recites similar limitations to claim 9, and thus rejected using the same art and rationale in the rejection of claim 9.

Re claim 90. Claim 90 recites similar limitations to claim 14, and thus rejected using the same art and rationale in the rejection of claim 14.

Re claim 91. Claim 91 recites similar limitations to claim 15, and thus rejected using the same art and rationale in the rejection of claim 15.

Re claim 92. Claim 92 recites similar limitations to claim 16, and thus rejected using the same art and rationale in the rejection of claim 16.

Re claim 93. Claim 93 recites similar limitations to claim 17, and thus rejected using the same art and rationale in the rejection of claim 17.

Re claim 94. Claim 94 recites similar limitations to claim 18, and thus rejected using the same art and rationale in the rejection of claim 18.

Re claim 97. Claim 97 recites similar limitations to claim 5, and thus rejected using the same art and rationale in the rejection of claim 5.

Re claim 99. Claim 99 recites similar limitations to claim 23, and thus rejected using the same art and rationale in the rejection of claim 23.

Re claim 100. Claim 100 recites similar limitations to claim 24, and thus rejected using the same art and rationale in the rejection of claim 24.

Re claim 106. Claim 106 recites similar limitations to claim 76, and thus rejected using the same art and rationale in the rejection of claim 76.

Re claims 108, 113. Claims 108, 113 recites similar limitations to claim 43, and thus rejected using the same art and rationale in the rejection of claim 43.

Re claim 109 and 114. claims 109 and 114 recite similar limitations to claim 44, and thus rejected using the same art and rationale.

Re claim 117. Claim 117 recites similar limitations to claim 76, and thus rejected using the same art and rationale in the rejection of claim 76.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to OJO O. OYEBISI whose telephone number is (571) 272-8298. The examiner can normally be reached on 8:30A.M-5:30P.M.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, HYUNG S. SOUGH can be reached on (571)272-6799. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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